



SIDMOUTH TOWN COUNCIL

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12 June 2017

To: All Members of the Tourism & Economy Committee
(Cllrs: Ian Barlow, David Barratt, Jack Brokenshire, Louise Cole, John Dyson, John Hollick, Stuart Hughes, Sheila Kerridge, Marc Kilsbie, Dawn Manley, Ian McKenzie-Edwards, Frances Newth, Simon Pollentine, John Rayson, Paul Wright)

Invited Representatives:

Sidmouth Chamber of Commerce Representatives (x2)

Sidmouth Information Manager
Clerk of the Council

For Information:

Other Members of the Council
EDDC Member Champion for Tourism

Dear Sir/Madam,

**Meeting of Sidmouth Town Council's Tourism & Economy Committee
Monday 19 June 2017 at 6.30pm**

You are hereby summoned to attend the above meeting to be held in the Council Chamber, Woolcombe House, Sidmouth. It is proposed that the matters set out on the agenda below will be considered at the meeting and resolution or resolutions passed as the Council considers appropriate.

Yours faithfully,

Christopher E Holland
Town Clerk

A G E N D A

- | | <u>Page/s</u> |
|---|---------------|
| 1 Apologies
To receive any apologies for absence. | |
| 2 Minutes
To confirm the minutes of the meeting of the Tourism & Economy Committee meeting held on Monday 13 March 2017. | 4 – 6 |
| 3 Declarations of Interest
To receive any Members' declarations of interest in respect of items on the agenda.
Note: You must also declare the nature of any personal or prejudicial interests in an item whenever it becomes apparent that you have an interest in the business being considered. | |

- 4 **Matters of Urgency**
To consider any items that in the opinion of the Chairman should be dealt with as matters of urgency because of special circumstances. (Note: such circumstances need to be recorded in the minutes)
- 5 **Exclusion of the Public**
To agree any items to be dealt with after the public (including the press) have been excluded. There are two items which the Clerk recommends should be dealt with in this way.
- 6 **Information Centre Manager’s Report & Financial Report**
- a) To receive the attached report from the Information Centre Manager. 7
 - b) To receive the Finance Report for the Financial Year End to March 2017 in respect of the Sidmouth Information Centre. 8
- 7 **Town Guide Finance and Distribution Figures**
- a) To note the Income and Expenditure Report for the Financial Year End to March 2017. 9
 - b) To note the Guide Distribution figures for the period to May 2017. 10
- 8 **Festivals and events**
To hear from invited festival and event representatives, on their experiences when organising and running events and any challenges encountered.
- 9 **Sid Valley Neighbourhood Plan - Business and Special Interest Groups Survey** Report enclosed with agenda
Councillor Louise Cole is pleased to circulate the report on the Business and Special Interest Groups Survey of the Sid Valley Neighbourhood Plan Steering Group. The report is also available on the Sidmouth Town Council website.
- 10 **Red Arrows and Battle of Britain Memorial Flight**
To receive an update regarding the air display to be held on 25 August 2017.
- 11 **Matters Raised by Invited Representatives**
To consider any other items or matters to be raised by the representatives of the Sidmouth Chamber of Commerce.
- 12 **Exclusion of the Public and Press**
The Vice-Chairman of the Council to move the following:
“that under the Public Bodies (Admission to Meetings) Act 1960
the public (including the press) be excluded from the meeting due to the confidential nature of its contents.”
PART ‘B’
- 13 **Advertising Sales Representative**
To note and confirm the Chairman’s decision to engage an independent sales representative to assist in increasing the advertising revenue for the 2018 Guide and Directory Visit Sidmouth package. To be reviewed in 2018.

14 **Advertising Rates**

Members are asked to consider proposed advertising rates for the Business and Attractions section of the 2018 Guide; see attached confidential report.

11

(The revised rates are suggested following meetings held with potential advertising sales representatives.)

Forthcoming Council and Committee meetings:

- 28 June 2017 – Planning Committee
- 3 July 2017 – Council
- 12 July 2017 – Planning Committee
- 26 July 2017 – Planning Committee
- 9 August 2017 – Planning Committee
- 14 August 2017 – Council

SIDMOUTH TOWN COUNCIL
Minutes of a Meeting of Sidmouth Town Council's
Tourism and Economy Committee
held at the Council Chamber, Woolcombe House, Sidmouth,
on Monday 13 March 2017 at 6.30 pm

Councillors present: - Simon Pollentine (Chairman)
 Frances Newth (Vice-Chairman)
 David Barratt
 John Dyson
 John Hollick
 Marc Kilsbie
 Dawn Manley
 John Rayson
 Paul Wright

Apologies: Ian Barlow, Jack Brokenshire, Louise Cole, Stuart Hughes,
 Ian McKenzie-Edwards, Jeff Turner

The meeting started at 6.30pm and finished at 7.20pm

PART 'A'

27 Minutes

The Minutes of the Tourism & Economy Committee meeting held on Monday 12 December 2016 were signed as a true and accurate record.

28 Declarations of Interest

Name	Item Number	Type	Action Taken	Details
Cllr Marc Kilsbie	35 Advertising Rates	Personal	Remained in the Chamber	Directory Advertiser

29 Matters of Urgency and Report

- The Chairman reported that in addition to the Red Arrows display, the Battle of Britain Flight display team would also perform over Sidmouth on Friday 25 August 2017.
- The Chairman reported that Sidmouth had been featured in the national press publicising the valley of a million bulbs.

30 Exclusion of the Public

RESOLVED: that the classification given to the documents to be submitted to the Council, be confirmed, and that the reports relating to exempt information, be dealt with under Part B.

31 Information Centre Manager's Report

Jeff Bailey, Sidmouth Information Centre Manager, presented his report.

RESOLVED: That the Information Centre Manager's report be noted and in future this report would include the number of visitors to the Information Centre compared to previous years.

32 Sidmouth Information Centre Finance Report

Councillor Pollentine presented the Finance Report for the period to January 2017 in respect of the Sidmouth Information Centre.

RESOLVED: That the Sidmouth Information Centre's Finance Report be noted and agreed.

33 Town Guide Finance and Distribution Figures

The Chairman presented the Income and Expenditure Report for the period to January 2017, the Guide Budget for 2017/2018 and the latest Guide distribution figures for the period to February 2017. The Chairman advised that more guides would need to be enveloped soon.

RESOLVED:

- 1) That the Town Guide Income and Expenditure Report for the period to January 2017 be noted and agreed.
- 2) That the Guide Budget for 2017/2018 be agreed.
- 3) That:
 - the February 2017 Guide distribution figures be noted.
 - Richard and Jayne Eley be thanked for delivering many of the Town Directories to various hotels, caravan parks and other accommodation providers.
 - Tim Shardlow be thanked for attending one day of the West Point Tourism conference.
 - the Chairman, Vice Chairman and staff would meet with representatives from Visit Devon following a presentation given to the Chamber of Commerce.

34 Matters Raised by Invited Representatives

The Chairman welcomed the Sidmouth Chamber of Commerce representatives; David Wheaton and Richard Eley who made the following comments:

- Reports from accommodation providers were that bookings were generally healthy so far for 2017.
- Sidmouth must become fully engaged with Visit Devon which needs to have an East Devon representative on its board to ensure that East Devon was not ignored and subsumed into South Devon.
- the Chamber of Commerce were promoting forthcoming project to create a footpath from Taunton to Sidmouth to be named The Apple Trail. It was anticipated that 5,000 people would walk the route per annum which was purposely designed to visit country pubs and accommodation providers. Sidmouth residents should be encouraged to support the growing of the Woolbrook Pippin and Woolbrook Russet apple varieties.
- the Sidmouth Wikipedia entry should be improved; Richard Eley was willing to help with this if required.
- the Chamber of Commerce would be holding 'candle lit dinner' street party in the Market Square on the Sunday of Regatta weekend: 27 August 2017.
- Richard Eley had attended the lowering of the chandelier at Sidholme Music Room and encouraged the Town Council to support the project.
- Sidmouth needed to be involved in the early stages of the Greater Exeter Strategic Plan; especially with respect to Tourism.
- the reduced parking charges for the winter season had been successful for both the shops and the District Council whose income had increased over this period.
- the Chamber of Commerce members would be encouraged to support the Red Arrows display through either collecting or sponsorship.

RESOLVED: That the report/comments from Sidmouth Chamber of Commerce be noted.

PART 'B'

EXCLUSION OF THE PUBLIC AND PRESS

under the Public Bodies (Admission to Meetings) Act 1960
the public (including the press) be excluded from the meeting due to the
confidential nature of its contents.

35 Advertising Rates

Members were asked to consider the advertising rates for the 2018 Guide and Directory;

RESOLVED: That the advertising rates be increased by 2% CPIH for the 2018 Guide and
Directory, as per the schedule as attached to the agenda.

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CHAIRMAN OF THE TOURISM & ECONOMY COMMITTEE



Sidmouth Information Centre
Manager's Report for the meeting of the
Tourism & Economy Committee on 19th June 2017

Activity Levels

Business was very slow all over town in starting this year, probably due to the poor spring weather, but levels are now picking up. Several Hotels and Guest House owners have experienced a similar slow start. The visitor counter is fortunately indicating increasing numbers into the Information Centre as we go towards the summer with a peak average of 226 visitors a day over the late spring bank holiday.

Folk Week

The total sales for telephone bookings for Folk Week made at the Information Centre have decreased compared to this time last year. At the end of May last year, we had sold tickets worth approximately £61,000. This year the total was approximately £55,600 a decrease of approximately 8% which will of course have a corresponding effect on sales commission. This should not be taken to mean that total overall festival sales are down as it is likely this is simply a result of continuing trend towards on-line booking.

Payment Card Industry Data Security Standards

Appropriate action has again been taken to ensure that the Information Centre complies with these standards.

Opening Hours / Staffing

The information centre is now on its 'summer' schedule with opening hours 10.00 – 17.00 Monday to Saturday inclusive and 10.00 – 16.00 Sundays and Bank Holidays with the manager and 4 part-time staff. This will continue until Saturday 30th September when 'winter' hours will commence, 10.00 – 13.30 Monday to Saturday inclusive, closed Sundays.

Visitor Numbers

In accordance with the request from the last Committee meeting the weekly visitor totals compared to last year are listed below (NB March and April are a 'winter' opening schedule months)

Week ending (2016)	Total 2016	Week ending (2017)	Total	Difference (16 - 17)
5/3/16	360	4/3/17	358	-2
12/3/16	429	11/3/17	340	-89
19/3/16	556	18/3/17	392	-164
26/3/16	591 (Easter)	25/3/17	596	5
2/4/16	509	01/4/17	369	-140
9/4/16	479	8/4/17	623	144
16/4/16	445	15/4/17	845 (Easter)	400
23/4/16	624	22/4/17	1026	402
30/4/16	721 (BH)	29/4/17	947 (BH)	226
7/5/16	1374	7/5/17	1100	-274
15/5/16	1258	14/5/17	1098	-160
22/5/16	1561	21/5/17	1347	-214
29/5/16	1493 (BH)	28/5/17	1267 (BH)	-226
Totals	10400		10308	-92

It will be seen that for the March to May period the overall numbers visiting the Information Centre are very slightly down this year (the change is less than 1% of the total). Looking back at the weather during this time, Members will no doubt remember that the beginning of April was unusually very warm and sunny with cooler, wetter weather later in May. Unsurprisingly, the visitor numbers reflect this directly.

RECOMMENDED: That the Committee note the report of the Manager of the Information Centre.

**Sidmouth Tourist Information Centre - Income and Expenditure Report
Month 12 - March 2017**

	Actual Year to Date	Current Annual Budget	Budget Variance
<u>Expenditure</u>			
Salaries	33,480	33,800	320
Cleaning & Office Mtce	99	300	201
Office Postage	247	300	53
Stationery	542	400	-142
Telephone	1,060	1,200	140
Photocopier	162	200	38
Computer & Internet	209	500	291
Sundries, Provisions, Equipment	245	300	55
Credit Card Charges	1,309	1,200	-109
Purchase of Stamps	1,550	1,000	-550
Purchase of Publications	4,823	4,000	-823
Purchase of Goods	1,410	1,800	390
	£45,136	£45,000	-£136
<u>Income</u>			
Sale of Stamps	1,847	2,200	353
Sale of Publications	7,902	8,600	698
Sale of Goods	2,355	3,000	645
Accommodation Commission	1,477	2,000	523
Commission - Sidmouth Folk Week	5,877	4,900	-977
Commission - Coaches/Taxi/Ferry	333	400	67
Commission - Car/Coach Park	747	1,100	353
Comm & Discount Vouchers	405	1,000	595
Sundry Income	252	200	-52
Bank Interest	0	0	0
STC Funding	21,600	21,600	0
	£42,795	£45,000	£2,205
Total Expenditure	£45,136	£45,000	-£136
Total Income	£42,795	£45,000	£2,205
Net Expenditure over Income	£2,341	£0	-£2,341
 Current/Deposit Bank Accounts	 £11,497		

**Sidmouth Town Guide - Income and Expenditure Report
Month 12 - March 2017**

	Actual Year to Date	Current Annual Budget	Budget Variance
<u>Expenditure</u>			
Guide & Directory Printing	14,994	15,300	306
Promotion	6,400	6,400	0
Postage	14,842	12,500	-2,342
Envelopes	0	0	0
Guide & Directory Administration	10,000	10,000	0
Website Hosting & Updates	93	300	207
Bank Charges	96	100	4
	£46,425	£44,600	-£1,825
<u>Income</u>			
Guide Advertising Revenue	39,210	38,000	-1,210
Directory Advertising Revenue	7,250	7,600	350
Interest Received	6	0	-6
	£46,466	£45,600	-£866
Total Expenditure	£46,425	£44,600	-£1,825
Total Income	£46,466	£45,600	-£866
Net Expenditure over Income	-£41	-£1,000	-£959

Current/Deposit Bank Accounts £6,600

Sidmouth Town Guide Distribution Figures - to the end of May

	2015	2016	2017
Holiday Guide Finder	570	163	212
UKHOL	4,347	3,623	1,400
Bitesize	306	2,128	3,012
Holiday Brochure			6,638
Plan a UK Holiday	1,613	1,978	
Where to go in Britain	1,929	1,983	
Autumn Break	2	3	
Heart of Devon	4	1	
Heart of Devon (emailed abroad)	1		
TOTAL from advertisements/leaflets	8,772	9,879	11,262
Been before/Update previous guide	185	177	126
All advertisers (Guide & Town Directory)	92	83	92
Visitsidmouth website	463	404	348
TIC's Nationwide	3,445	4,034	2,403
Sidmouth Information Centre	275	270	218
Email/Phone to Town Council office	87	33	28
TOTAL from other sources	4,547	5,001	3,215
TOTAL GUIDES SENT	13,319	14,880	14,477
TOTAL WEBSITE HITS	66,916	69,155	71,947